AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.   (Currently Amended) A system, comprising: a server component adapted to allow content developers to author and create interactive television (iTV) applications, in which there is a separation of application behavior from content and business rules, according to an authoring specification that describes a framework for the iTV applications; a transport component including an operator-deployed application management system configured to optimize the iTV applications from the server component and to deliver the iTV applications to one or more client devices; and a client component resident on at least one of the client devices and adapted to render the iTV applications through a television so as to permit user interaction with the iTV applications.

2.   (Original) The system of claim 1 wherein the iTV applications comprise one or more of (a) interactive program guides, (b) television menus, (c) content services, (d) virtual channels, (e) video on demand applications, (f) personal video recorder applications, (g) broadcast on demand applications, (h) enhanced television services applications, (i) help, (j) customer support, (k) self service, (l) games, or (m) data service applications.

3.   (Original) The system of claim 1 wherein the client component comprises a software module resident in a memory of the at least one of the client devices, the software module being one of: a Java applet, a C applet, a C++ applet, or a C# applet.

4.   (Original) The system of claim 3 wherein the client component is adapted to download the iTV applications delivered by the transport component in response to user input.

5.   (Original) The system of claim 1 wherein the authoring specification comprises an extensible markup language (XML) authoring specification.

6.   (Original) The system of claim 5 wherein the presentation of content is accommodated through one or more templates defined within the XML authoring specification.

7.   (Original) The system of claim 1 wherein the server component is configured to apply one or more business rules in preparing the iTV applications for delivery to the transport component.

8.   (Original) The system of claim 7 wherein the framework for iTV applications accommodates advertising, promotions, content placement packages and/or programming campaign definitions, so as to permit a selection of a specific advertisement, promotion or content at a time of preparation of the iTV content by the server component, and/or a time of execution of the iTV applications by the client component, such selection being made according to one or more business rules.

9.   (Original) The system of claim 8 wherein the one or more business rules comprise rules for placing and/or automating product offerings, promotions, advertising campaigns, VOD, broadcast-on-demand, transactional opportunities, and/or other types of content across disparate television services.

10.   (Original) The system of claim 9 wherein the iTV applications are tagged in a manner such that the iTV applications present all placement opportunities across all applications as a set of programmable opportunities.

11.   (Original) The system of claim 10 wherein a programmable opportunity is any location or set of locations within the iTV applications where content may be placed, said content including advertisements, promotions, data including text images and/or video, or another application.

12.   (Original) The system of claim 10 where the server component presents a view of the programmable opportunities for automated control of individual programming opportunities or groups of programming opportunities.

13.   (Original) The system of claim 9 wherein the rules for placing and/or automating product offerings accommodate multiple selection criteria chosen from the list including:

location, current channel, current channel family, current channel category, time of day, offering category, current program, current program genre, current iTV application, current content type, and subscriber profile.

14.   (Original) The system of claim 9 wherein the one or more business rules accommodate subscriber-specific rules according to a subscriber profile associated with a particular one of the client devices upon which the client component is resident.

15.   (Original) The system of claim 14 wherein the iTV applications are configured to respond in a subscriber-specific manner to user interactions with the iTV applications.

16.   (Original) The system of claim 8 wherein the business rules are selected at one of the following instances: dynamically at the time of execution of the iTV applications, or at the time of application creation.

17.   (Original) The system of claim 1, wherein the framework for iTV application definition accommodates business rules, so as to permit a selection and use of a specific business rule at a time of execution of the iTV applications.

18.   (Original) The system of claim 1, wherein the framework for iTV application definition accommodates an application profile definition, defined by a set of capabilities that correspond to a set of actions in the authoring specification, which provides a common model for provisioning, managing, deploying, advertising, commerce, layout, animation, events and navigation, dynamic data insertion, and optimization of the iTV applications across different iTV operating environments.